

Message Text

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43

ACTION NEA-16

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NSAE-00 PA-02 RSC-01 SIL-01 USIA-12 PRS-01 DRC-01

/053 W

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R 221250Z AUG 74

FM AMEMBASSY JIDDA

TO SECSTATE WASHDC 8351

INFO AMCONSUL DHAHRAN

AMEMBASSY BEIRUT

AMEMBASSY KUWAIT

AMEMBASSY TEHRAN

AMEMBASSY CAIRO

UNCLAS JIDDA 4888

E.O.: 11652; N/A

TAGS: BTRA, ETRD, EFIN, SA

SUBJ: MID-AMERICA TRADE MISSION

REF : (A) STATE 176306; (B) JIDDA 4548; (C) JIDDA 4736

(D) STATE 142001; (E) JIDDA 4664

1. MID-AMERICAN TRADE MISSION IS COMING AT A PRETTY GOOE TIME
IN SAUDI BUINESS YEAR AND CAN COUNT ON OUR FULL SUPPORT TO
MAKE MISSION A SUCCESS. REF C POINTED OUT PROBLEM WE SAW
DEVELOPING OF VOLUME OF US BUSINESS VISITS EXCEEDING ATTENT-
ION SPAN AND TIME AVAILABLE OF SMALL GROUP OF KEY OFFICIAL
AND PRIVATE SAUDIS CONCERNED. MID-AMERICA SPONSORS SHOULD
BE MADE AWARE OF THIS TREND. (WE DO NOT THINK, HOWEVER, SAUDIS
WOULD EVER ASK THAT NUMBER OF VISITING DELEGATIONS BE REDUCED.
ALL MISSIONS WILL BE COURTEOUSLY RECEIVED, BUT AS THEIR NUMBERS
INCREASE, THEIR IMPACT WILL DIMINISH).

2. THE BALANCE OF THIS MESSAGE ADDRESSES QUESTIONS RAISED BY
REF A, TAKING MID-AMERICA MISSION BY ITSELF WITHOUT REFERENCE
TO PROBLEM OF COMPETING MISSIONS:

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3. RE PARA 7 REF A, A NUMBER OF POTENTIAL PARTICIPANTS (INTERNATIONAL HARVESTER, UNIVERSAL OIL PRODUCTS) HAVE LOCAL REPRESENTATION, EITHER DIRECT OR AGENCY. THESE LOCAL OFFICES WOULD UNDOUBTEDLY BE WILLING TO MAKE OFFICE STAFF AVAILABLE. WILL DISCUSS OTHER POSSIBILITIES (SUCH AS LOCAL ADVERTISING AGENCIES) WITH ADVANCE MEN.

4. RE PARA 8, REF A, LOCAL AGENTS AGAIN MIGHT BE WILLING TO SPONSOR ENTIRE MISSION. ALTERNATIVELY, NOTE FROM REF E THAT PRESIDENT OF THE JIDDA CHAMBER OF COMMERCE WILL BE IN WASHINGTON BEGINNING AUGUST 23. SUGGEST THIS QUESTION BE TAKEN UP WITH HIM DIRECTLY. EMBASSY RELUCTANT TO ACT AS SPONSOR AS THIS WOULD SET UNMANAGEABLE PRECEDENT AS WELL AS MAKE US LIABLE FOR ALL ACTIONS AND OBLIGATIONS OF GROUP.

5. IN RESPECT TO ITINERARY, ONE DAY EACH IN RIYADH AND JIDDA WOULD SUFFICE TO GET INITIAL IMPRESSIONS OF MARKET SIZE AND OPPORTUNITIES AND MEET A FEW PERSONALITIES. BUT IT SHOULD BE STRESSED THAT RESULTS CAN BE ACHIEVED ONLY THROUGH PATIENT, REPEATED FOLLOW-UP.

6. EMBASSY CAN ARRANGE FOR BRIEFING IN RIYADH AND FOR CALLS ON CERTAIN TOP OFFICIALS IN THE CENTRAL PLANNING ORGANIZATION AND MINISTRIES OF COMMERCE AND FINANCE. AMBASSADOR WOULD BE PLEASED TO PROVIDE HOSPITALITY FOR GOURP IN JIDDA. STAG DINNER PREFERRED.

7. IN REGARD TO ACCOMPANYING WIVES, GROUP SHOULD BE AWARE THAT SAUDI SOCIETY IS EFFECTIVELY CLOSED TO WOMEN, ESPECIALLY IN BUSINESS CIRCLES. GROUP'S COORDINATORS COULD ARRANGE SHOPPING TOURS; LOW HEMS AND LONG SLEEVES RECOMMENDED FOR THE LADIES ON OUTINGS. OPPORTUNITIES FOR SIGHTSEEING ARE LIMITED.
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